

STiR coffee and tea media

# 2025

stir-tea-coffee.com

Print and Digital Media File: Editorial | Advertising | Rates | Specs



Global Business Insight on COFFEE and TEA

STiR coffee and tea media

# STiR® (MAGAZINE)

Global Business Insight on COFFEE and TEA

*Written and edited for the global coffee and tea industries;  
Read by industry professionals around the world*

**STiR** — with a total average 7,500 global circulation per issue — provides the **widest distribution** to coffee and tea professionals internationally for your advertising and editorial message...no matter which industry segment you are trying to reach. **STiR's** focus on **trends, sourcing, and markets** along the entire length of the supply chain covers a broad global range of industrial coffee and tea products and services as well as consumer innovations.

**STiR's** editors include some of the **world's leading experts** in their respective fields, bringing readers a wealth of business insight and information, news, views, and projections for the industry. **STiR** presents industrial **profiles and updates** on process improvements and all the equipment, machinery, supplies, and services along with the raw product (coffee beans and tea leaf) required to bring quality products to the marketplace.

**STiR's** print edition goes out individually to key decision-makers. **STiR** also partners, sponsors, and/or exhibits at all major coffee/tea events worldwide, providing advertisers with bonus distribution of their promotional messages at these events, including: Global Specialty Coffee Expo (US), AMI Single Serve Europe, AMI Single Serve USA, NCA, Speciality Coffee & Tea (Singapore), World of Coffee (Europe), World of Coffee (Dubai), Food & Hotel Asia (Singapore), Interpack (Dusseldorf), Pack Expo, Hotelex (Shanghai), Sintercafe, ASIC Conferences, NAMA Show, ICO Conferences, Global Dubai Tea Forum, Café Show (Seoul), et al.

Combined with the STiR e-magazine at [www.stir-tea-coffee.com](http://www.stir-tea-coffee.com), and the semi-monthly STiR newsletter, the STiR media group provides the deepest global industry penetration into executives and buyers in the coffee and tea industries of any magazine. With no paywall blocking viewers, your advertising in STiR - current and past issues - is always in front of visitors to website and e-magazine.

## Print Advertising Sizing/Options/Layouts



2 page Spread (full bleed) 426 x 283 mm.



Full page Bleed  
216 X 283 mm.



Full page Non Bleed  
210 X 277 mm.

**STiR ring FACTS**

- Published bi-monthly;
- Total average circulation of 7,500 including distribution at major exhibitions and conferences around the world;
- Circulation breakdown; 1/3 = the Americas; 1/3 = Europe/Africa; 1/3 = Asia/Middle East/China
  - Global distribution
- Prime focus on the coffee and tea manufacturing, production, R&D, product development, packaging, packing segments



2/3 page  
115 x 254 mm.



Half Page Island  
115 x 191 mm.



Half Page Vertical  
89 x 250 mm.



Half Page Horizontal  
178 x 124 mm.



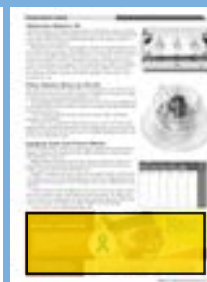
1/3 page Vertical  
57 x 254 mm.



1/3 page Horizontal  
178 x 83 mm.



1/4 page Vertical  
86 x 124 mm.



1/4 page Horizontal  
178 x 61 mm.



1/6 page Vertical  
57 x 124 mm.



1/6 page Horizontal  
112 x 64 mm.



1/8 page Vertical  
86 x 61 mm.



1/8 page Horizontal  
178 x 35 mm.



**Advertising rates: All pricing in Euros €**

Unit	1 Time	3 Times	6 Times
2-Page Spread	€ 6,300	€ 5,550	€ 4,350
Full Page	€ 4,200	€ 3,700	€ 2,900
2/3 Page	€ 3,800	€ 3,300	€ 2,600
Island 1/2	€ 3,300	€ 2,900	€ 2,300
1/2 Page	€ 2,800	€ 2,500	€ 1,950
1/3 Page	€ 2,500	€ 2,100	€ 1,600
1/4 Page	€ 2,000	€ 1,700	€ 1,300
1/6 Page	€ 1,700	€ 1,400	€ 1,100
1/8 Page	€ 1,400	€ 1,200	€ 900
1/12 Page	€ 1,200	€ 1,000	€ 700
Classified	€ 900	€ 800	€ 500

**Special Positions**

**Surcharge in % on negotiated advertising price.**

Cover 2 (inside front cover)	+25%
Cover 3 (inside back cover)	+20%
Opp C2 (first right hand page)	+20%
Cover 4 (back cover)	+35%
All others	+15%

**Advertising materials dimension**

Trim Size:	8 1/4 x 10 7/8	210 x 277
Unit (width x height)	Inches	Millimeters
2P Spread (full bleed)	16 3/4 X 11 1/8	426 X 283
2P Spread (non-bleed)	16 1/2 X 10 7/8	420 X 277
Full Page(Full Bleed)	8 1/2 X 11 1/8	216 X 283
Full Page(non-bleed)	8 1/4 X 10 7/8	210 X 277
2/3 Page	4 1/2 X 10	115 X 254
Island 1/2	4 1/2 X 7 1/2	115 X 191
1/2 Vertical	3 1/2 X 10	89 X 254
1/2 Horizontal	7 X 4 7/8	178 X 124
1/3 Island	4 1/2 X 4 7/8	115 X 124
1/3 Vertical	2 1/4 X 10	57 X 254
1/3 Horizontal	7 X 3 1/4	178 X 83
1/4 Vertical	3 3/8 X 4 7/8	86 X 124
1/4 Horizontal	7 X 2 3/8	178 X 61
1/6 Vertical	2 1/4 X 4 7/8	57 X 124
1/6 Horizontal	4 3/8 X 2 1/2	112 X 64
1/8 Vertical	3 3/8 X 2 2/3	86 X 61
1/8 Horizontal	7 X 1 3/8	178 X 35

**OFFSET PRINTING SPECIFICATIONS**

- Digital files required.
- CMYK color mode.
- Resolution 300 dpi.
- Acceptable formats: .pdf, .jpg, .tiff, .ai, .eps.

**GENERAL RATE POLICY**

- Advertising layout/design done on a cost basis.
- Agency commission: 15%.
- Short rates: If number of units published is less than contracted then all published ads will be rebilled accordingly.
- Combination rates: All rates earned by number of inserts in a one-year period.
- Issue closing/order cancellation: STiR is published bi-monthly. Closing is the first week of the month prior to the cover date.

**The EYE on the Cover**

Your company product, mini-logo, or equipment is graphically made into the "i" of our STiR magazine logo on the front cover. Sponsors of the "i" in STiR get further attribution/identification of its products and services included within the magazine in the Front Page Sponsors section.

€750 per issue

**The Bellyband**

This unique opportunity — "The Bellyband" — is a thick "belt" ad position which wraps your company's branding message around the entire magazine sealing it. Readers can't miss this premium placement. Ideal for product launches, branding changes. Specs/sizing upon request; prices include printing.

2/Color €3,200  
4/Color €4,200



**Front Cover: The Mosaic Tiles**

Sponsor up to 1-5 cover photos to appear front-and-center in this prime position. Sponsors of the Front Cover Mosaic Tile advertising opportunity get front cover positioning. Further attribution/identification of company products and services included in the Front Page Sponsors section inside the magazine.

€450 per tile

**Front Cover: The Page Curl**

This unique page-flip graphic opportunity appears on the bottom right corner. Good for logo and/or website or some small information. Page Curl advertisers get further attribution/identification of company products and services included in the Front Page Sponsors section inside the magazine.

€1,700 per issue

**The E-Magazine**



All advertising insertions and promotions in STiR magazine are included in the E-Magazine with the extra added bonus of digital links to your company for further information.  
www.stir-tea-coffee.com/past-issues

**Advertising Representation:**

Asia | Middle East | Australasia | Italy | France | Spain | E. Europe | Africa

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**The Americas | Northern Europe | UK**

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# STiR coffee and tea magazine

## Editorial Calendar 2025

### FEBRUARY / MARCH (Issue 1/2025)

#### THE SINGLE SERVE ISSUE #1

• Ad Materials Deadline: January 8, 2025

**Global Outlook:** Health and Wellness Science

**Products:** Capsules • Black Tea • Green Tea

**Manufacturing:** Coffee and Tea Trading • Traceability • Ports • Warehousing

**Origins:** Brazil • Colombia

**Markets/Opportunities:** Japan • North America

**Bonus Event Distribution:** NCA (Houston) • AMI Single-Serve (Tampe)

• World Tea Expo (Las Vegas) • Global Dubai Tea Forum

### APRIL / MAY (Issue 2/2025)

#### THE PACKAGING ISSUE

• Ad Materials Deadline: March 8, 2025

**Global Outlook:** Eco Packaging – Recycling – Sustainability

**Products:** Roasted Coffee

**Manufacturing:** Specialty Roasting Equip • Grinders • Tea Flavoring • Tea Packaging Equipment

**Origins:** Vietnam • Indonesia

**Markets/Opportunities:** United States • Central/Eastern Europe

**Bonus Event Distribution:** Specialty Coffee Expo (Houston)

• World of Coffee (Jakarta) • Hotelex (Shanghai)

### JUNE / JULY (Issue 3/2025)

#### THE ESPRESSO ISSUE

• Ad Materials Deadline: May 3, 2025

**Global Outlook:** Corporate Social Responsibility • ESG

**Manufacturing:** Filling and Packaging • Roasting • RTD Packaging

**Origins:** China

**Markets/Opportunities:** Italy • Middle East

**Bonus Event Distribution:** World of Coffee (Geneva)

### AUGUST / SEPTEMBER (Issue 4/2025)

#### THE SINGLE SERVE ISSUE #2

• Ad Materials Deadline: July 5, 2025

**Global Outlook:** Traceability

**Products:** Single-Serve • Cold Brew • Soluble • Decaf

**Manufacturing:** Tea Blending • Coffee Processing

**Origins:** Africa

**Markets/Opportunities:** China • Western Europe • United Kingdom

**Bonus Event Distribution:** MICE (Melbourne) • AMI Single Serve (Europe)

• SCAJ (Tokyo) • HK Intl Tea Festival (Hong Kong)

### OCTOBER / NOVEMBER (Issue 5/2025)

#### THE TEA ISSUE

• Ad Materials Deadline: September 6, 2025

**Global Outlook:** Women in Coffee and Tea

**Products:** RTD Tea • Specialty Tea • Premium Tea

**Manufacturing:** Tea Bagging Blending • Flavoring • Brewing

• Tea Packaging

**Origins:** India • Sri Lanka

**Markets/Opportunities:** Germany • East Asia • Southeast Asia

**Bonus Event Distribution:** Sintercafe (Costa Rica) • Cafe Show (Seoul)

• Taiwan Coffee Tea (Taipei) • HOST Milano

### DECEMBER / JANUARY (Issue 6/2025)

#### THE SUPPLIERS GUIDE ISSUE

• Ad Materials Deadline: November 8, 2025

**Global Outlook:** Venture Capital and Startups

**Products:** Capsules • HORECA • Foodservice

**Manufacturing:** Office Coffee Service • Espresso Equip • Co-Packing

• Films • Specialty • Private Label

**Markets:** The Americas

**Origins:** Second Tier Suppliers

**Bonus Event Distribution:** AFCA • Worlf of Coffee (Dubai)

### FEBRUARY / MARCH (Issue 1/2026)

#### THE SINGLE SERVE ISSUE #1

• Ad Materials Deadline: January 10, 2026

**Global Outlook:** Health and Wellness Science

**Products:** Capsules • Black Tea • Green Tea

**Manufacturing:** Coffee and Tea Trading • Traceability • Ports • Warehousing

**Origins:** Brazil • Colombia

**Markets/Opportunities:** Japan • North America

**Bonus Event Distribution:** NCA • AMI Single-Serve (USA)

• World Tea Expo (Vegas)

### Advertising Representation:

The Americas  
Northern Europe | UK

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Italy | France | Spain |  
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Visit: www.coffeetea.media

STiR coffee and tea media

# STiR® (WEBSITE)

Global Business Insight on COFFEE and TEA

www.stir-tea-coffee.com

Readers look to STiR's website which publishes exclusive features, news, and views of relevance to the global coffee and tea industries. Our experienced writers/correspondents write all the exclusive content carried on www.stir-tea-coffee.com. The website also carries the latest, most important breaking news in the coffee and tea industries.

And last but not least, www.stir-tea-coffee.com hosts the STiR E-Magazine provided totally complimentary and free to visitors. Unlike other coffee/tea websites which erect a paywall to see current and past issues, STiR offers this for free for everyone; so your advertising in the E-Magazine is always online and available for viewing by potential buyers.

## STiR website Advertising Opportunities

### NEW! The Billboard

This is a LARGE, powerful banner at the top of the STiR website. Your company's branding, logo, message will get a pop-out showcase opportunity which can't be missed. Contact Digital Sales for demo. Example here does not do this opportunity justice; visit [www.stir-tea-coffee.com](http://www.stir-tea-coffee.com) to see The Billboard live. *Special introductory pricing until June 30!*

### NEW! The Roadblock.

Your advertising message pops up first which the user must click on or close to proceed to the website. Arguably the most visible ad position on the website. Pricing from €1,200.00 per half-month posting.

### Sponsored Posts

Your company-controlled advertising message presented exclusively and prominently. Sponsored Posts can include profiles, personnel, white paper topics, product launch, etc. In addition to text, Sponsored Posts may include digital photos, illustrations, video, slide shows. STiR editors can custom-write your post.

Inquire with your STiR sales rep about pricing which should be under €1,995.00 per Sponsored Post

### Banner Dimensions

Size	Pixels	format
Rectangle	300 x 250	.jpg, .gif
Leaderboard	1,440 x 240	.jpg, .gif
The Cube	1,080 x 1,080	.jpg, .gif
Billboard	2,000 x 500	.jpg, .gif
Youtube Banner	800 x 600	.jpg, .gif



### The Leaderboard

This unique, top-of-the-website, edge-to-edge Leaderboard ad position gets high visibility and click through on [www.stir-tea-coffee.com](http://www.stir-tea-coffee.com). (Pricing is per month in Euros €)

Time	1 Month	6 Months	8 Months
	€1,200	€1,000	€800

### NEW! YouTube Video with Text

With this new opportunity, you can embed a YouTube video as an advertisement, with an optional message below the embedded video. You can direct link to your YouTube video STiR can host the video. Contact Digital Sales for Demo. *Special introductory pricing until June 30!*

### NEW! The Amazing Cube

This displays 6 images and captions of your choosing in a very slick rotating cube (on the latest browsers). Great for capturing attention. Contact Digital Sales for Demo or visit [www.stir-tea-coffee.com](http://www.stir-tea-coffee.com) for a live example of The Amazing Cube doing its thing. *Special introductory pricing until June 30!*

### Rectangle banner

The standard-bearer, original Rectangle Banner opportunity gets high visibility from the increasing traffic on [www.stir-tea-coffee.com](http://www.stir-tea-coffee.com). (Pricing is per month in Euros €)

Time	1 Month	6 Months	8 Months
	€700	€550	€450

For all digital formats available, visit <https://information.broadstreetads.com/category/ad-formats/>  
New digital ad formats introduced regularly - ask Emerson or Glenn

This brochure was updated December 12, 2024 For the latest editorial calendar updates, please visit [www.stir-tea-coffee.com/advertise](http://www.stir-tea-coffee.com/advertise)

STiR coffee and tea media

# STiR® (NEWSLETTER)

Global Business Insight on COFFEE and TEA

Readers look to STiR's newsletter which publishes exclusive features, news, and views of relevance to the global coffee and tea industries. Our experienced writers and correspondents produce all the exclusive content carried in the Newsletter which is unique to STiR, as most industry newsletters provide only a re-write/rehash of the latest news or press release of the day. Look to STiR's newsletter for original content, and we'll leave the googling of the latest news to you.

The STiR coffee and tea Newsletter is sent semi-monthly to 21,000+ verified emails in the global coffee and tea industry.

## Newsletter Advertising Opportunities

### Sponsored Posts

Your company-controlled advertising message presented exclusively and prominently in the Newsletter. Sponsored posts can include profiles, personnel, updates, white paper topics, product launches, etc. In addition to text, Sponsored Posts may include digital photos, illustrations, video, slide shows. STiR editors can custom write your post.

The side-to-side teaser intro banner opens into a fully presented feature article hosted by STiR. Inquire with your STiR sales rep about pricing which should be under €1,995.00 per Sponsored Post.

### Banner Dimensions

Size	Pixels	format
Rectangle	300 x 250	.jpg, .gif
Leaderboard	728 x 90	.jpg, .gif



### The Leaderboard

This unique, top-of-the-website, edge-to-edge Leaderboard ad position gets high visibility, and there's only one position available per newsletter. This stationary, exclusive position gets high visibility in each Newsletter. (Pricing is per insertion in Euros €)

<b>1 Time</b>	<b>6 Times</b>	<b>12 Times</b>
€1,900	€1,700	€1,450
<b>18 Times</b>	<b>24 Times</b>	
€1,200	€850	

### Rectangle Banner

Newsletter banners are stationary, unique, non-rotating banners highlighting your company and its products - only four positions available per Newsletter. This is a high visibility and limited availability opportunity. (Pricing is per Insertion in Euros €)

<b>1 Time</b>	<b>6 Times</b>	<b>12 Times</b>
€1,000	€850	€750
<b>18 Times</b>	<b>24 Times</b>	
€650	€550	

## Advertising Representation:

**The Americas**  
**Nothern Europe | UK**  
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